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## Planning Commission Study Session

**TO:** PLANNING COMMISSION

**FROM:** VERONICA GONZALEZ, PRINCIPAL PLANNER   
(480) 503-6720, [VERONICA.GONZALEZ@GILBERTAZ.GOV](mailto:VERONICA.GONZALEZ@GILBERTAZ.GOV)

**THROUGH:** EVA CUTRO, AICP, PLANNING MANAGER   
(480) 503-6782, [EVA.CUTRO@GILBERTAZ.GOV](mailto:EVA.CUTRO@GILBERTAZ.GOV)

**MEETING DATE:** APRIL 5, 2023

**SUBJECT:** A. GP23-12 RESIDENCES AT THE RANCH: REQUEST FOR MINOR GENERAL PLAN AMENDMENT TO CHANGE THE LAND USE CLASSIFICATION OF APPROXIMATELY 39 ACRES GENERALLY LOCATED NEAR THE SOUTHWEST CORNER OF POWER AND ELLIOT ROADS FROM INDUSTRIAL, GENERAL OFFICE AND GENERAL COMMERCIAL TO 14.9 ACRES OF RESIDENTIAL > 14-25 DU/AC, 18.1 ACRES OF RESIDENTIAL > 25-50 DU/AC AND 5.9 ACRES OF GENERAL COMMERCIAL.

B. Z23-04 RESIDENCES AT THE RANCH: REQUEST TO REMOVE FROM THE MORRISON RANCH BUSINESS CENTER PAD AND REZONE APPROXIMATELY 39 ACRES GENERALLY LOCATED NEAR THE SOUTHWEST CORNER OF POWER AND ELLIOT ROADS FROM LIGHT INDUSTRIAL (LI), BUSINESS PARK (BP) AND GENERAL COMMERCIAL (GC) TO 14.9 ACRES OF MULTI-FAMILY/MEDIUM (MF/M), 18.1 ACRES OF MULTI-FAMILY/HIGH (MF/H) AND 5.9 ACRES OF MIXED-USE/LARGE (MU/L).

**STRATEGIC INITIATIVE:** Exceptional Built Environment

To allow a General Plan amendment and Rezoning to accommodate a mixed-use and multi-family development.

## RECOMMENDED MOTION

- A. Request for input only, no motion required.
- B. Request for input only, no motion required.

## APPLICANT

Company: Pew & Lake, PLC  
Name: Sean Lake  
Address: 1744 S Val Vista Dr, Unit 217  
Mesa, AZ 85204  
Email: sean.lake@pewandlake.com

## OWNER

Company: Dale C. Morrison Trust  
Phone: 480-280-4919

## BACKGROUND/DISCUSSION

### History

Date	Description
<i>November 3, 1998</i>	Town Council approved A98-01 (Ord. No. 1128) annexing the subject site
<i>November 3, 1998</i>	Town Council approved Z98-13 (Ord. No. 1129) rezoning the subject site from Maricopa County Rural-43 to Town of Gilbert Industrial Buffer (I-B) and creating the Morrison Ranch Planned Area Development
<i>March 24, 2009</i>	Town Council approved Z08-25 (Ord. No. 2219) removing 376.3 acres, including the subject property, from the Morrison Ranch PAD, creating the Morrison Ranch Business Center PAD, and rezoning the subject site to Business Park, Light Industrial and General Commercial with PAD.
<i>August 17, 2017</i>	Town Council approved Z17-1009 (Ord. No. 2623) rezoning 8 acres within the Morrison Ranch Business Center PAD from Business Park (BP) to General Commercial (GC).
<i>March 30, 2021</i>	Town Council approved GP20-02 and Z20-06, rezoning 9.6 acres within the Morrison Ranch Business Center PAD from Business Park (BP) to Light Industrial (LI).
<i>September 7, 2022</i>	Planning Commission reviewed the Major General Plan Amendment and Rezoning requests for GP22-05 and Z22-05 as a study session item.
<i>October 5, 2022</i>	Planning Commission held the first public hearing to review the Major General Plan Amendment and Rezoning requests for GP22-05 and Z22-05.

<i>October 20, 2020</i>	Planning Commission recommended approval of GP22-05 and Z22-05 to the Town Council (4-3).
<i>November 15, 2022</i>	Town Council continued GP22-05 and Z22-05 to the December 13, 2022 Town Council Hearing.
<i>December 13, 2022</i>	Town Council continued GP22-05 and Z22-05 to the February 21, 2023 Town Council Hearing.
<i>February 21, 2023</i>	Town Council tabled GP22-05 and Z22-05.

## Overview

The applicant is requesting a minor General Plan amendment and Rezone involving approximately 39 acres, located near the southwest corner of Power and Elliot Roads. This request proposes to change the current General Plan land use classifications from Industrial, General Office and General Commercial to 14.9 acres of Residential > 14-25 du/ac, 18.1 acres of Residential > 15-25 du/ac and 5.9 acres General Commercial. This request also proposes to rezone approximately 39 acres from Light Industrial (LI), Business Park (BP) and General Commercial (GC) to approximately 14.9 acres of Multi-Family/Medium (MF/M), 18.1 acres of Multi-Family/High (MF/H) and 5.9 acres Mixed-Use/Large (MU/L) to accommodate the development of multi-family and commercial uses that are intended to integrate with the surrounding community.

The proposed development site is located within the northwest portion of the 302-acre development for The Ranch, which was acted upon by the Planning Commission in October 2022. The proposed change to the General Plan land use classification and rezoning request is the result of on-going discussions between the developer and Morrison Ranch residents to create a development that is palatable to those residents.

## Surrounding Land Use & Zoning Designations:

	Existing Land Use Classification	Existing Zoning	Existing Use
North	General Office Residential > 8-14 DU/Acre	Business Park (BP) Single Family-6 (SF-6)	Vacant Church
South	Industrial General Office General Commercial	Light Industrial (LI) Business Park (BP) General Commercial (GC)	Vacant
East	General Office Industrial General Commercial	Business Park (BP) Light Industrial (LI) General Commercial (GC)	Vacant

West	Residential > 14-25 DU/Acre Residential > 2-3.5 DU/Acre	Multi-Family/Medium (MF/M) Single Family-Detached (SF-D)	Morrison Ranch Residential
Site	General Office Industrial General Commercial	Business Park (BP) Light Industrial (LI) General Commercial (GC)	Vacant

### General Plan

The subject property is located within the Morrison Ranch Character area of the General Plan. The Morrison Ranch Character area is a 1,527-acre mixed-use master planned community which reflects the historic rural ties associated with Gilbert and includes turf, trees, and generous setbacks to establish the rural/agricultural theme.

This site is also located within the Power Road Growth Area, which identifies the area between Elliot and Williams Field Roads as a focus area for industrial and business park employment uses supported by commercial shopping centers. The area was identified in the 2020 General Plan as an area of focus for employment uses due to the proximity to the Santan Freeway and the Phoenix-Mesa Gateway Airport. In addition, the site is currently within the Morrison Ranch Business Center PAD, a business and employment subsection of the larger Morrison Ranch masterplan.

The existing land use classification on the 39-acre site is a mix of General Office, Industrial, and General Commercial. To accommodate the proposed development, the applicant has requested a minor General Plan Amendment from the current mix of land uses to a predominantly Residential designation with General Commercial at the northwest corner of the site. According to the applicant, Residences at The Ranch is designed to be a neighborhood friendly development with residential housing options next to specialty commercial uses at key locations on Elliot Road.

### General Plan Goals:

The applicant has stated that they believe they conform to the General Plan for the following reasons (applicant response in italics):

#### Goal CM-1: Encourage A Balanced Land Use Framework

Policy 1: “Ensure the Town maintains a land use framework that supports a highly livable community through efficient use of land and resources.”



- *Land use Framework: Residences at The Ranch exhibits a highly compatible land use character and scale that supports a balanced land use framework with respect to the surrounding residential, recreational, commercial, and employment uses. Whereas the current land use mix is outdated and inefficient, this request provides a compelling update for the land use mix at an optimal location. This proposal is appropriately located on a key primary arterial where buffered to the surrounding uses by an open space area, the right-of-way with landscaping on both sides, a utility yard, Cactus Yards, and other uses.*
- *Livability: Proposed is an efficient use of land by proposing a smart-growth mix of residential and commercial services, with additional recreational features and amenities residents can enjoy. As provided in this application, the project incorporates a thoughtful and neighborhood-sensitive design character that will contribute to a sense of place, aesthetics, and quality of life of the community.*

Policy 6: “Support the provision of appropriate transitions between sites having distinct changes in types or intensities of land uses.”

- *Transitions: Proposed are land uses specifically designed as buffers and transitions between the residential, utility, and church uses to the west and north and the commercial and industrial uses along the Power Road corridor. Specifically, the right fit and blend of residential and specialty, neighborhood friendly commercial uses will complement the area and provide additional resources to promote a healthy and balanced community.*
- *Compatibility: Smart-growth compact housing and community commercial uses are harmonious with the regional recreational baseball fields and church to the north. The residential uses are also compatible with the major arterial road and the employment-commercial uses to the east and south. To the west, a wide open space buffer and this proposal’s land use mix are compatible with the adjacent utility yard, multi-family use, and the Morrison Ranch neighborhood.*

## Growth Areas Framework

Power Road: “The Power Road Growth Area is located one-half mile west of Power Road, one-half mile north of Elliot and one-quarter mile north of William’s Field Road. The Phoenix-Mesa Gateway Airport, directly to the east, is the catalyst for development within this area. With quick transportation access to the Santan Freeway and the Power Road Corridor, the focus of this Growth Area is industrial and business park employment supported by commercial shopping centers.”

*The General Plan defines certain areas designated for future growth, and the Power Road corridor is one of them. A variety of development types with live, work, shop, and play features are envisioned for the growth areas. Special focus for the Power Road area centers on employment and commercial shopping center. The employment and shopping centers north Elliot Road (Fry's) and east of Power Road have been approved in areas that have been designated for commercial and employment uses. This proposal adds a variety of "live, shop and play" features to the mix, thus fulfilling the intent of the growth area to have a sustainable blend of uses and activities that enrich the quality of life and welfare of the community.*

Staff would like to note that designated mixed-use developments are encouraged within the Growth Areas of the Town. Mixed-use developments are expected to utilize and amplify the Growth Area's attributes. Also, higher density residential components of a mixed-use project, if appropriate, should be designed as an integral part of the development concept and produce a unique living environment distinctive to the project.

### **Rezone Request**

The applicant has requested to rezone approximately 39 acres from Light Industrial (LI), Business Park (BP) and General Commercial to approximately 14.9 acres of Multi-Family/Medium, 18.1 acres of Multi-Family/High and 5.9 acres of Mixed-Use/Large. The proposed rezoning will accommodate future development of multi-family housing and a mix of commercial uses that is intended to buffer the existing Morrison Ranch residential developments to the west from the less desirable land uses within the overall Ranch project.

Staff notes that specific design of the site and buildings will be reviewed and considered under a separate Design Review case in the future. However, the applicant has provided exhibits to illustrate a proposed design theme for the project. While it is appreciated a minimum level for quality and design is being created for the development, the mechanism to ensure future development complies with an established design theme is through the approval of a Planned Area Development (PAD); without an accompanying PAD, there is no guarantee that development will occur as shown in the design exhibits.

## Project Data Table

### Site Development Regulations for Mixed-Use/Large District:

Site Development Regulations	LDC MU/L	Proposed MU/L
Minimum Total Site Area (acres)	5	5.9
Maximum Building Height (ft.)	65'	65'
Minimum Building Setbacks (ft.)		
Front	0'	0'
Side (Non-residential)	0'	0'
Side (Non-residential)	0'	0'
Rear (Residential)	10'	10'
Build-to Line (ft.)		
Front	10'	10'
Side (Street)	10'	10'
Landscaping (% of net site area)	20%	20%

### Site Development Regulations for Multi-Family/High District:

Site Development Regulations	LDC MF/H	Proposed MF/H
Minimum Parcel Area (sq. ft.)	35,000	35,000
Maximum Building Height (ft.)/Stories	55'	55'
Minimum Building Setbacks (ft.)		
Front	25'	25'
Side (Non-residential)	10'	10'
Side (Non-residential)	10'	10'
Rear (Non-residential)	10'	10'
Separation Between Buildings (ft.)		
Single or two story	20'	20'
Three-story	20'	20'
Minimum Required Perimeter Landscape Area (ft.)		
Front	25'	25'
Side (Non-residential)	10'	10'
Side (Non-residential)	10'	10'
Rear (Non-residential)	10'	10'
Private Open Space (sq. ft.)	60	60
Common Open Space (minimum)	40% of net site	40%

### Site Development Regulations for Multi-Family/Medium District:

Site Development Regulations	LDC MF/M	Proposed MF/M
Minimum Parcel Area (sq. ft.)	20,000	20,000
Maximum Building Height (ft.)/Stories	40'	40'
Minimum Building Setbacks (ft.)		
Front	30'	30'
Side (Non-residential)	20'	20'
Side (Non-residential)	20'	20'
Rear (Non-residential)	20'	20'
Separation Between Buildings (ft.)		
Single or two story	20'	20'
Three-story	20'	20'
Minimum Required Perimeter Landscape Area (ft.)		
Front	20'	20'
Side (Non-residential)	15'	15'
Side (Non-residential)	15'	15'
Rear (Non-residential)	20'	20'
Private Open Space (sq. ft.)	60	60
Common Open Space (minimum)	40% of net site	40%

### PUBLIC NOTIFICATION AND INPUT

The proposed project will require public notice as specified under Land Development Code (LDC) Section 6.2.6.

### PROPOSITION 207

An agreement to “Waive Claims for Diminution in Value” pursuant to A.R.S. § 12-1134 was signed by the landowner of the subject site, in conformance with Section 6.2.2 of the Town of Gilbert Land Development Code. This waiver is located in the case file.

### REQUESTED INPUT

- A. Proposed Minor General Plan Amendment; and
- B. Proposed Rezone

Respectfully submitted,

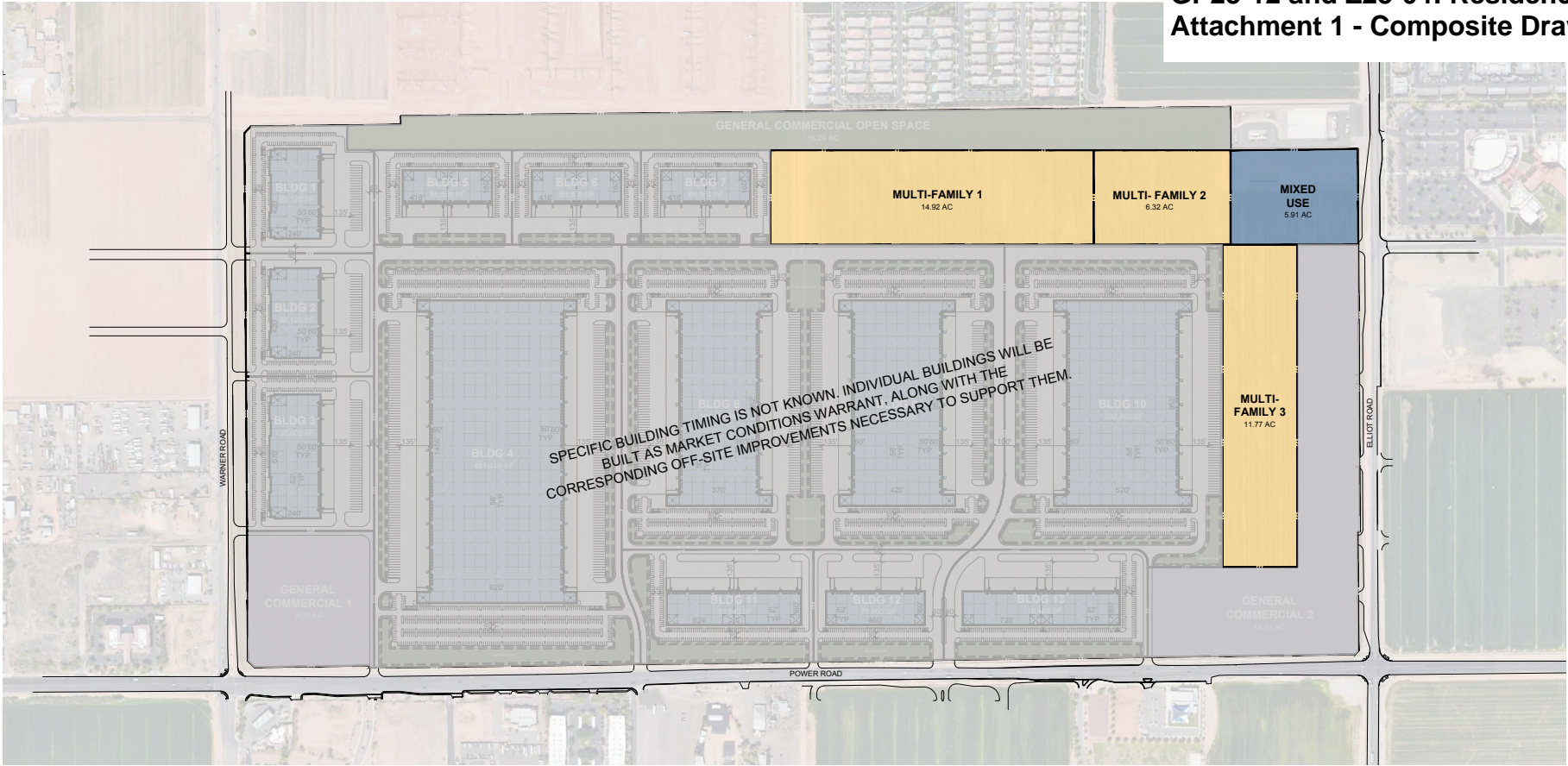
A handwritten signature in black ink that reads "Veronica Gonzalez". The script is cursive and fluid, with the first name and last name clearly legible.

Veronica Gonzalez  
Principal Planner

**Attachments and Enclosures:**

- 1) Composite Drawing
- 2) Aerial Photo
- 3) General Plan Exhibit
- 4) Zoning Exhibit
- 5) Conceptual Site Plan
- 6) Design Theme Exhibit
- 7) Applicant's Narrative

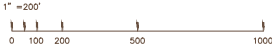
GP23-12 and Z23-04: Residences at The Ranch  
Attachment 1 - Composite Drawing



PROJECT DATA: DIFFERENT USES		
SITE		
SITE	SITE AREA (SF)	SITE AREA (ACRE)
MULTI-FAMILY 1	650,016	14.92
MULTI-FAMILY 2	275,126	6.32
MULTI-FAMILY 3	512,670	11.77
MIXED USE	287,999	5.91
TOTAL	1,695,411	38.92

This conceptual design is based upon a preliminary review of entitlement requirements and on unverified and possibly incomplete site and/or building information, and is intended merely to assist in exploring how the project might be developed.

Boundary Source:  
GIS MAP & AERIAL IMAGE



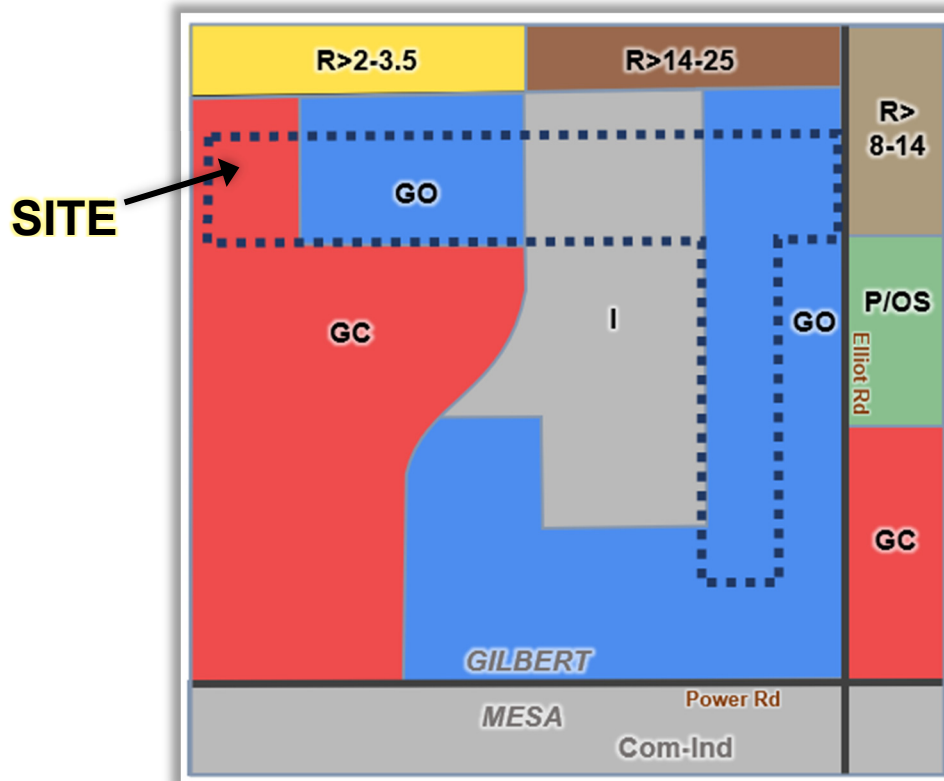


# Aerial Parcel Map

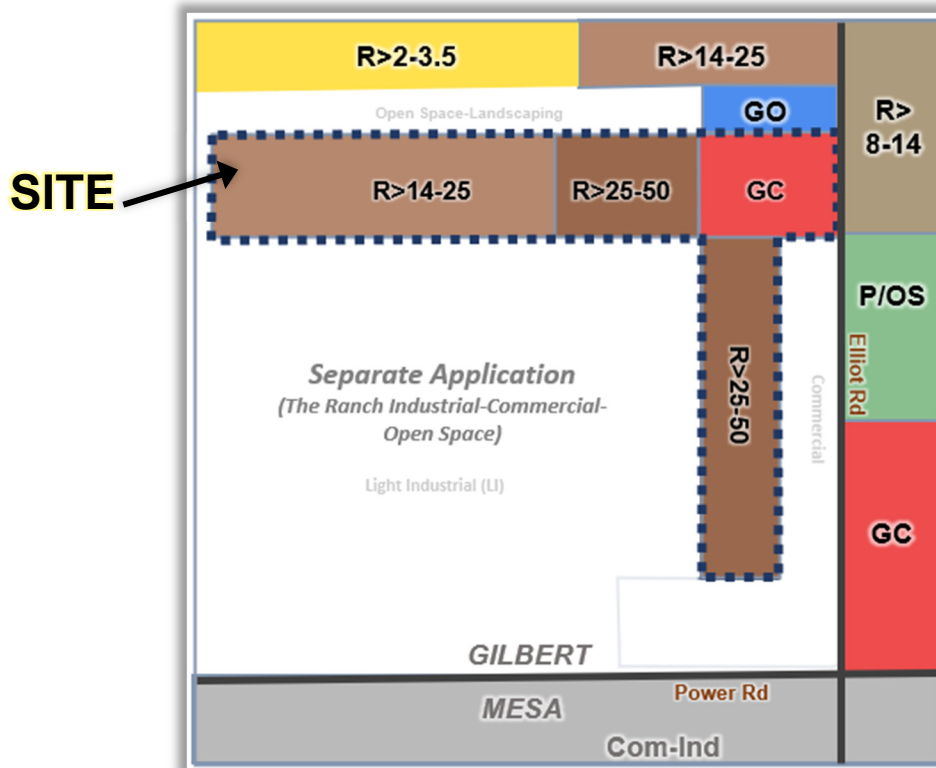
## Power-Elliott Residential at The Ranch



*Existing General Plan Land Use Map*

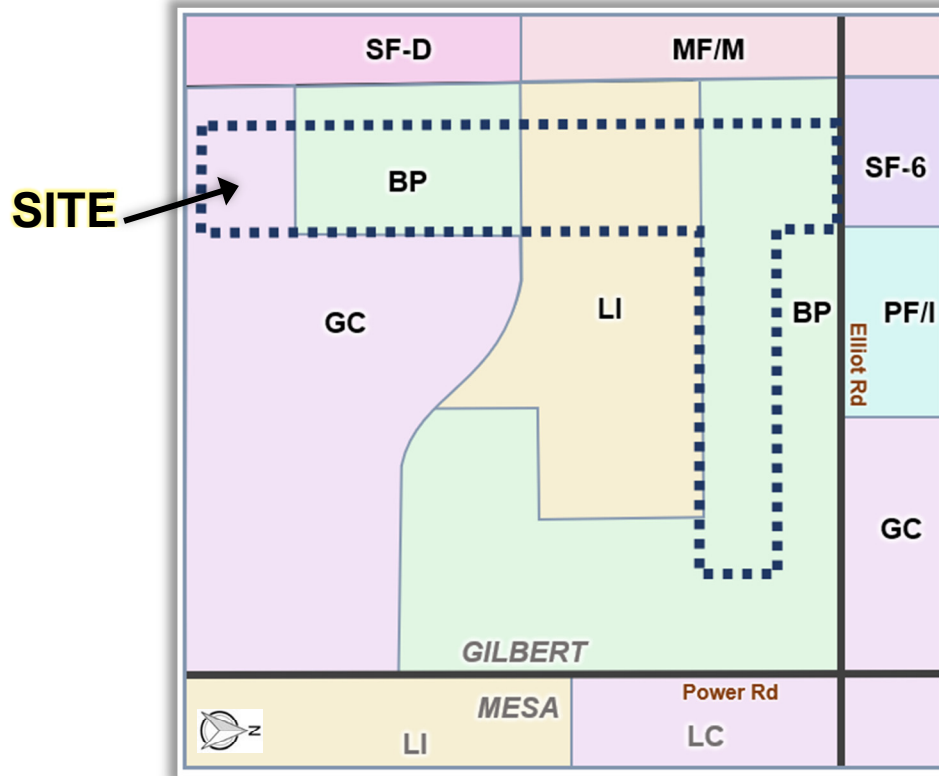


*Proposed General Plan Land Use Map*

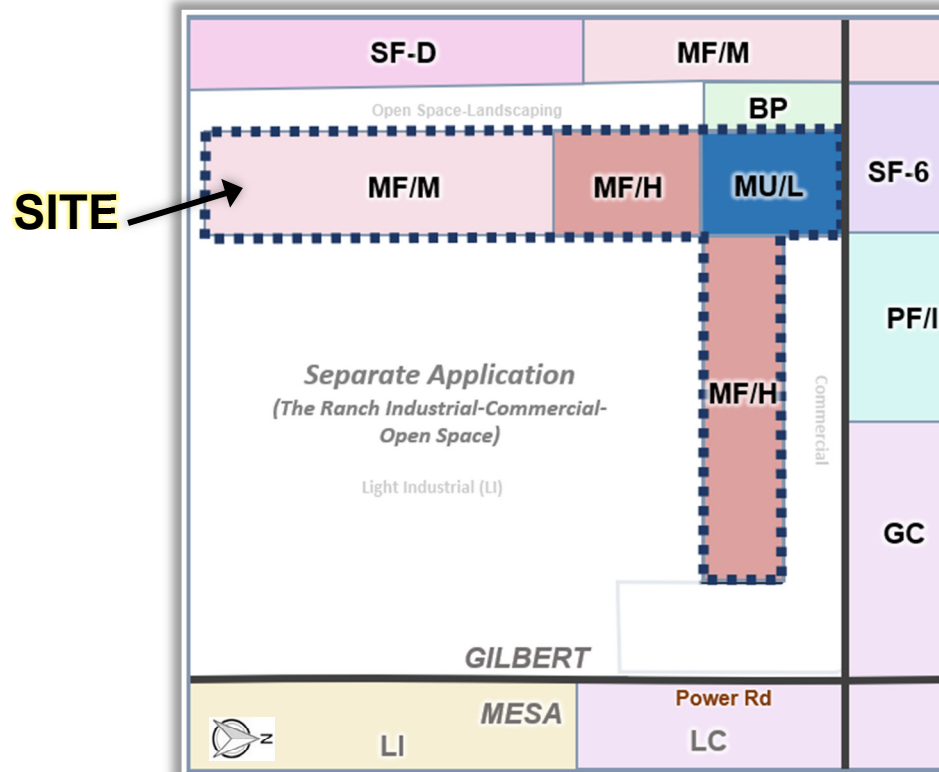




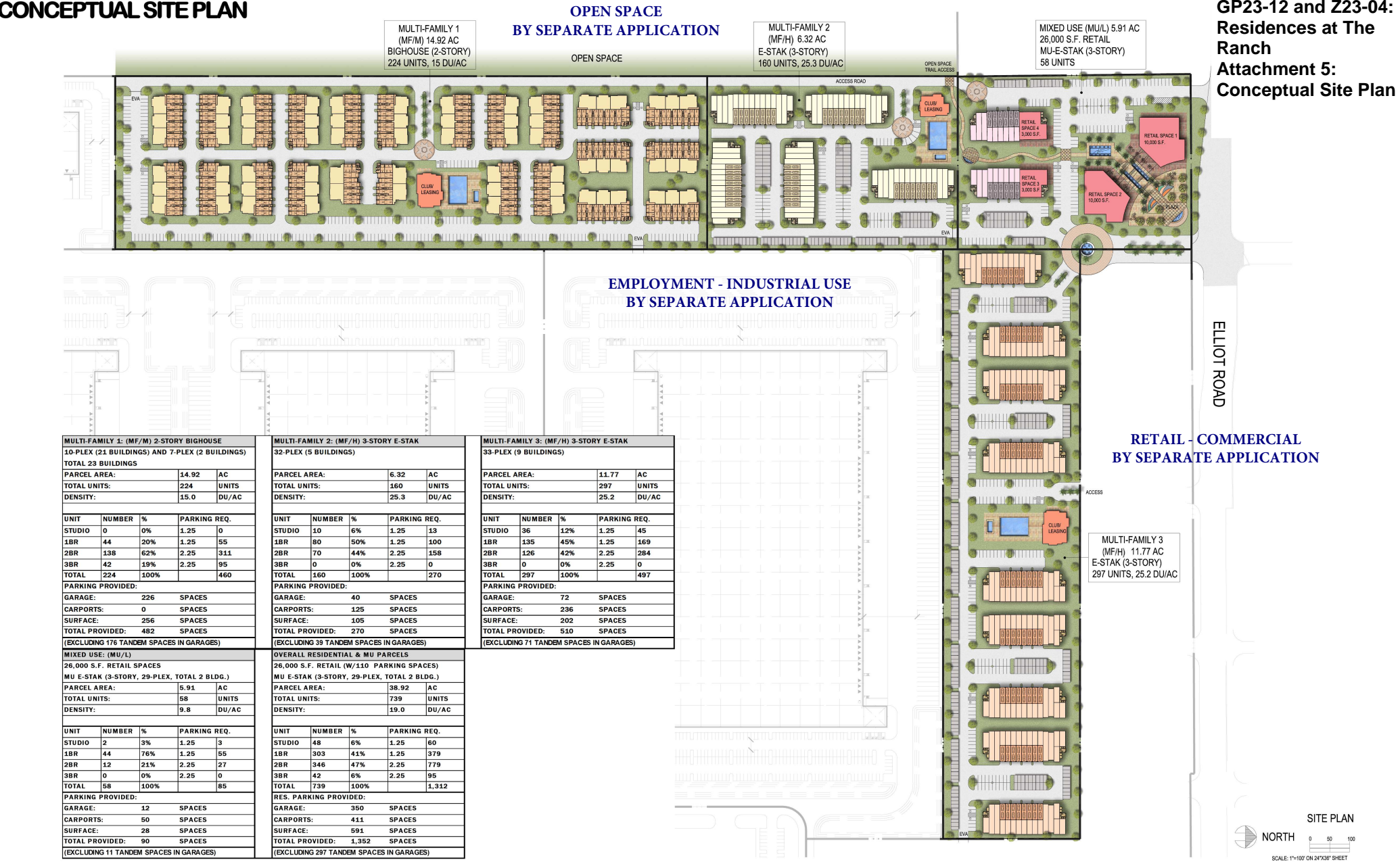
*Existing Zoning Map*



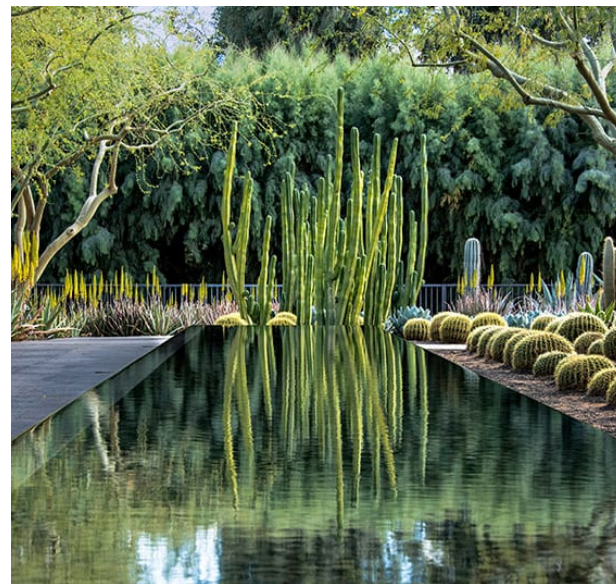
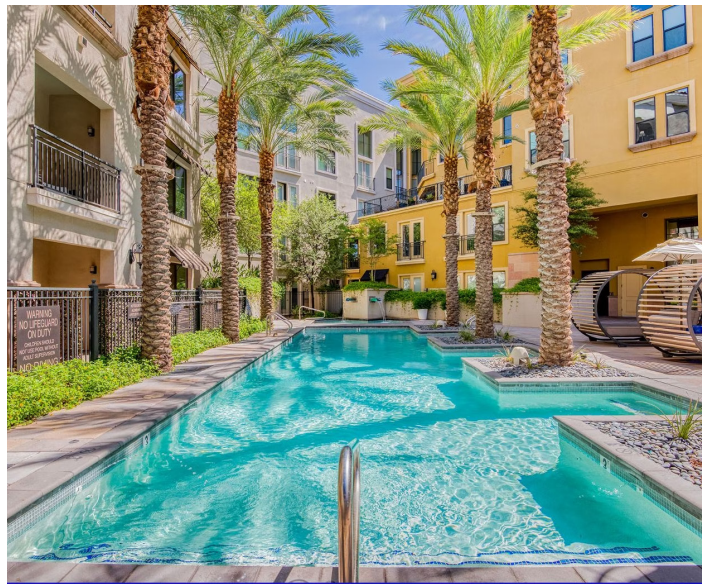
*Proposed Zoning Map*



CONCEPTUAL SITE PLAN







**THE RANCH**

Gilbert, AZ  
Colmena Group  
Project #: 23018

SCALE: NTS



**hpla**  
studio  
www.hplastudio.com









**THE RANCH**  
GILBERT, ARIZONA

HPA# 2023018

## E STAK CHARACTER

February 19, 2023

COLMENA GROUP

**HUMPHREYS & PARTNERS** ARCHITECTS, L.P.  
5339 Alpha Rd., Suite 300, Dallas, TX 75240 | 972.701.9636 | www.humphreys.com

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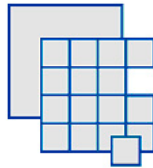
# Residences at the Ranch

Elliot Road west of Power Road

## Narrative: General Plan Minor Amendment & Rezone

### Submitted by:

Pew & Lake, PLC  
Sean B. Lake  
1744 S. Val Vista Drive, Suite 217  
Mesa, AZ 85204  
(480) 461-4670



Pew & Lake, P.L.C.  
Real Estate and Land Use Attorneys

### On behalf of:



### Submitted to:

Town of Gilbert  
90 E. Civic Center  
Gilbert, AZ 85296

February 21, 2023

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## Attached Exhibits:

Exhibit 1 – Land Use Context and Aerial Map

Exhibit 2 – Existing and Proposed General Plan Land Use Maps

Exhibit 3 – Morrison Ranch Character Area

Exhibit 4 – Power Road Growth Area

Exhibit 5 – Existing and Proposed Zoning Map



## Development Team

### Developers

#### **Colmena Group**

John Birkinshaw  
201 E. Wilmington Avenue, Suite 115  
Salt Lake City, Utah 84106



#### **IndiCap, Inc.**

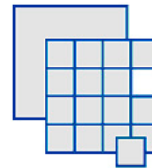
Todd Ostransky  
3133 W Frye Rd Suite 101  
Chandler, AZ 85226



### Applicant/Legal Counsel

#### **Pew & Lake, PLC**

Sean B. Lake  
1744 South Val Vista Drive, Suite 217  
Mesa, Arizona 85204  
P. 480-461-4670



**Pew & Lake, P.L.C.**  
Real Estate and Land Use Attorneys

### Architect

#### **Humphreys & Partners Architects**

8321 E. Evans Road  
Suite 101  
Scottsdale, AZ 85260  
P. 480-505-1020

**HUMPHREYS & PARTNERS** ARCHITECTS

### Civil Engineer

#### **Ware Malcomb**

2777 E. Camelback Rd, Suite 325  
Phoenix, AZ 85016  
P. 480-530-0983

**WARE MALCOMB**

## I. Introduction

Pew & Lake, PLC, on behalf of Colmena Group and IndiCap, is pleased to submit this pre-application narrative and related exhibits for a Minor General Plan Amendment and Rezoning for the approximately 38.92 net acres (39.58 gross acres) located on Elliot Road west of Power Road in Gilbert (“Property” – See attached Exhibit 1). The purpose for this request is to allow for what is preliminarily known as “RESIDENCES AT THE RANCH”, an innovative and vibrant development residential uses mixed with neighborhood commercial uses that will create live-work-play opportunities in the Morrison Ranch and surrounding community. Located at the transition point between the neighborhoods and Cactus Yard to the west and north and commercial-employment uses to the east, this proposal is at an ideal location that fits the land use fabric.

RESIDENCES AT THE RANCH is being crafted and designed as a direct result of neighborhood input and collaboration to create a development that is compatible with the surrounding neighborhood. To that end, applicant envisions this proposal to be a luxury development with residential uses and boutique shops, all infused with lifestyle amenities that will complement and enhance the area. Given the commitment to meet or exceed the Town’s policies regarding quality design, the proposed plan includes special design qualities in the project’s landscaping, open space amenities, and architectural character that will create a highly attractive project with a vibrant atmosphere and a sense of place. Architectural plans will be harmonious with to the local flavor in the surrounding community.

## II. Requests:

Specifically, the applicant requests Town of Gilbert approval of the following:

### 1. General Plan Minor Amendment from:

Industrial (I), General Office (GO), and General Commercial (GC) to  
Residential > 14-25 du/acre, Residential > 25-50 du/acre, and GC

to allow for a vertical or horizontal mix of residential-commercial land uses.

### 2. Rezoning from:

Light Industrial (LI), Business Park (BP), and General Commercial (GC) in the  
Vertical Overlay (VO) to  
MF/M, MF/H, and Mixed-Use/Large (MU/L) conventional zoning

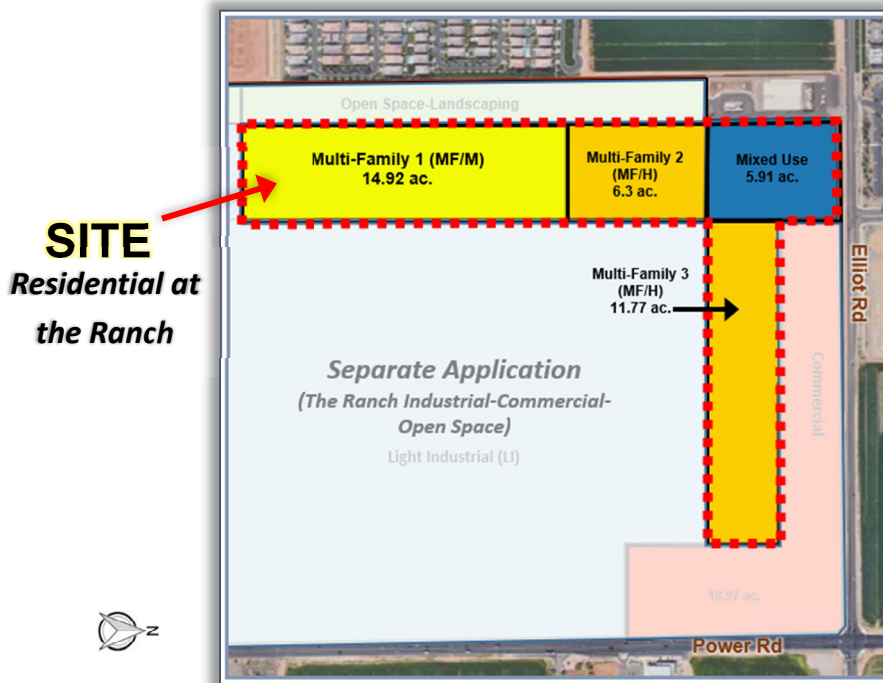
to allow for the proposed zoning plan with residential uses that transition to commercial.

At a future date, the applicant anticipates submitting a request for Design Review for each phase of development for the detailed project plans.

It is noted that a concurrent general plan and zoning request is being submitted to the Town for the remainder of The Ranch. That application includes community commercial uses along Elliot

Road adjacent to the residential uses in this case and commercial at Power and Warner. Also, that application includes open space adjacent to the Morrison Ranch neighborhood, and a mix of employment-industrial-and commercial uses behind this project for the balance of the site. Both that application and this residential-mixed use request are designed to complement one another and implement the transition from Power Road to the east to Morrison Ranch on the west. Please see the site aerial below that identifies the project location.

**Figure 1 – Conceptual Land Use Plan**



### III. General Plan Land Use and Zoning Classification

The Gilbert General Plan Land Use Map designates the Property as I, GO, and GC. Additionally, the General Plan states that the Property is located on the eastern portion of the Morrison Ranch Character Area and within the Power Road Growth Area. (See attached Exhibits 2-4 – General Plan, Morrison Ranch Character Area, and Growth Area Maps).

Zoning for the Property includes LI, BP, and GC designations with a PAD overlay. On the eastern portion of the site, the Area 2 vertical zoning overlay applies, which runs north-south along Power Road. (See attached Exhibit 5, Zoning Maps).

### IV. Existing Site Conditions and Surrounding Land Uses

The Parcels that make-up the Property include a portion of APN 304-18-005C and -008B and -014C on the Maricopa County Assessor's Map. Currently, the Property is vacant rural land with unremarkable topography.

To the north of Elliot Road is the Cactus Fields ball fields, church, and vacant land with an approved Fry's center. East of Power Road is vacant property in Mesa that is zoned commercial. West of the property are a public utility yard, multi-family, and a single-family subdivision known as Elliot Groves at Morrison Ranch. A table of the existing and surrounding land uses and designations is attached as Exhibit 5.

## V. Compliance with General Plan

RESIDENCES AT THE RANCH is a proposal with residential and transitions to commercial uses. The project adheres to the goals and policies stated in the General Plan in a number of ways. First, this proposed uses and layout responds to neighborhood input and creates an enhanced transition to the surrounding land uses. The thoughtful layout of the land use plan provides for compatibility with the surrounding land uses. To the benefit of the neighborhood, converting from industrial to residential and neighborhood uses will produce less truck traffic on Elliot Road. Furthermore, the mix of uses will create an opportunity for specialty commercial and amenities and services that can be enjoyed by current and future residents. Ultimately, this request will produce immense economic benefits for the community by creating additional jobs, business opportunities, and a consumer base that will support local businesses and professional services.

Some of the specific ways in which this request complies with the General Plan and Morrison Ranch Character Area are presented below:

➤ **CM-1 and Policy 1- Encourage a Balanced land use frame work:**

Policy 1: Ensure the Town maintains a land use framework that supports a highly livable community through the efficient use of land and resources.

- Land use Framework: RESIDENCES AT THE RANCH exhibits a highly compatible land use character and scale that supports a balanced land use framework with respect to the surrounding residential, recreational, commercial, and employment uses. Whereas the current land use mix is outdated and inefficient, this request provides a compelling update and for the land use mix at an optimal location. This proposal is appropriately located on a key primary arterial where buffered to the surrounding uses by an open space area, the right-of-way with landscaping on both sides, a utility yard, Cactus Yards, and other uses.
- Livability: Proposed is an efficient use of land by proposing a smart-growth mix of residential and commercial services, with additional recreational features and amenities residents can enjoy. As provided in this application, the project incorporates a thoughtful and neighborhood-sensitive design character that will contribute to a sense of place, aesthetics, and the quality of life of the community.

Policy 6 – Support the provision of appropriate transitions between sites having distinct changes in types or intensities of land uses.

- Transitions: Proposed are land uses specifically designed as buffers and transitions between the residential, utility, and church uses to the west and north and the

commercial and industrial uses along the Power Road corridor. Specifically, the right fit and blend of residential and specialty, neighborhood friendly commercial uses will complement the area and provide additional resources to promote a healthy and balanced community.

- Compatibility: Smart-growth compact housing and community commercial uses are harmonious with the regional recreational baseball fields and church to the north. The residential uses are also compatible with the major arterial road and the employment-commercial uses to the east and south. To the west, a wide open space buffer and this proposal's land use mix are compatible with the adjacent utility yard, multi-family use, and the Morrison Ranch neighborhood.

➤ **Morrison Ranch Character Area**

The proposed development is located within what the General Plan describes as the Morrison Ranch Character Area. Morrison Ranch is a 2.3 square mile planned community that has from the beginning anticipated the phased development of various uses, such as neighborhoods, commercial areas, and employment uses (General Plan, p. 46). Design is focused on the traditional village-neighborhood design concept. The Character Area policies note that commercial and employment areas are along the Power Roach corridor that leads to the Phoenix-Mesa Gateway Airport and ASU campus. This proposal creates a buffer and transition between the neighborhood uses and the employment corridor along Power Road, which will grate a prominent entryway on the edge of the Morrison Ranch residential neighborhoods. This request furthers the policies of the Morrison Ranch Character area, as follows:

- Encourage a commercial use that integrates and transitions to residential uses in terms of the scale, landscaping, and land use context (Community Environmental Policies, p. 137).
- Increase compliance with the Character Area and its nice character compared to the previous employment intensive General Plan designations. The proposed conceptual plan provides room for the landscaping, streetscapes, pedestrian-friendly streetscapes, walkways, and buffers to residential areas in accordance with the latest zoning standards (Community Environment Policies, p. 137).
- Create an atmosphere and presence that is conducive to community-scale mixed use residential and commercial activities by proposing compatible zoning (Economic Policies, p. 138).
- Increase the range of services, housing, and activities that contribute to the welfare and quality of life of the community (Community Services Policies, p. 138).

- Promote a mixture of jobs, services, and consumer that will provide commercial, recreational, and lifestyle services for the surrounding neighborhoods (Land Use Policies, p. 138).

➤ **Growth Areas Framework**

The General Plan defines certain areas designated for future growth, and the Power Road corridor is one of them. A variety of development types with live, work, shop, and play features are envisioned for the growth areas. Special focus for the Power Road area centers on employment and commercial shopping center. The employment and shopping centers north of Elliot Road (Fry's) and east of Power Road have been approved in areas that have been designated for commercial and employment uses. This proposal adds a variety of "live, shop and play" features to the mix, thus fulfilling the intent of the growth area to have a sustainable blend of uses and activities that enrich the quality of life and welfare of the community.

## VI. Project Description

### 1. Overview

Inspiration for the RESIDENCES AT THE RANCH arises from the surrounding Morrison Ranch community and its agricultural and family-based character as affected by the commercial uses at the Town's Power Road boundary. For this proposal, the development groups' vision aims to construct thoughtfully crafted, high quality, and a sustainable development with that celebrates the rural history of the area and Morrison Ranch's heritage through an agriculturally themed design. The Plan also executes effective land use planning, which is key to the Town's economic vitality.

As designed, RESIDENCES AT THE RANCH is a neighborhood friendly development with luxury residential housing options next to specialty commercial uses at a key location on Elliot Road at the transition point between commercial and residential uses. A variety of housing types with resort style amenities are proposed. The residential uses are located adjacent to planned specialty commercial restaurants and shops on Elliot Road. The businesses, residential uses, open space, and landscaped areas are designed to make this area a local attraction. A mix of uses will become the focal point at the northwest corner of the project on Elliot Road with commercial uses emanating outward along Elliot Road toward Power Road with residential uses behind it.

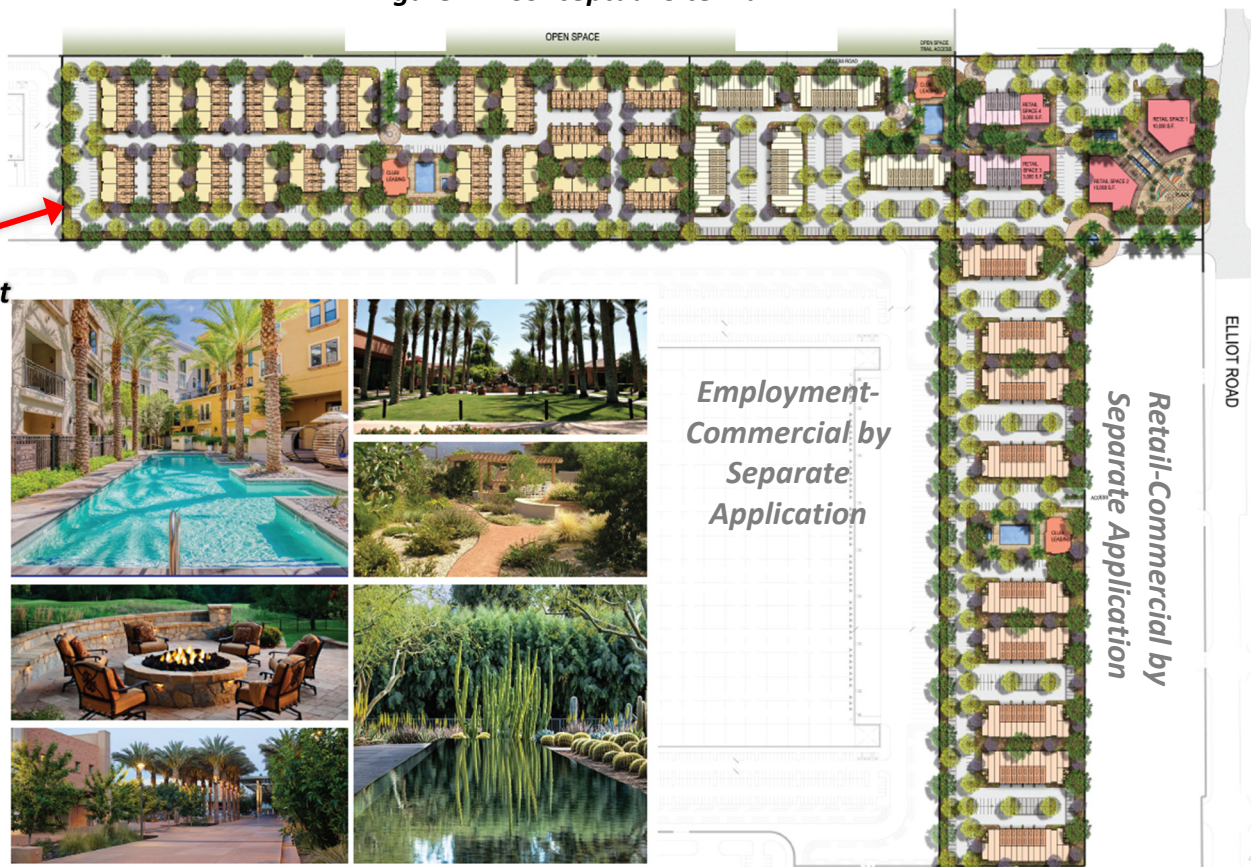
Adjacent to the neighborhood to the west is an approximately 180-200 foot landscape-open space buffer, followed by unique multi-family residential uses. Residential types will include 2-story housing in the "big house" style that appear to be a large house with residential-style architectural detailing on each side. Closer to the corner and adjacent to the commercial uses, a 3-story multi-family "E-Stak" product is proposed that contemplates a boutique, luxury



The proposed conceptual site plan is shown below:

## SITE

*Residential at  
the Ranch*



## 2. Access and Circulation

Primary access to the site is planned on Elliot Road. Site entries lead to internal private drives that provide convenient access to the proposed uses onsite. Driveways and parking areas promote fluid connectivity between the uses and will comply with Gilbert regulations. The parking plan will also comply with standards and will address the anticipated parking demand for residents and visitors based on experience and Town standards. The proximity of housing to adjacent jobs, commercial, and recreational uses will reduce auto use and traffic demand compared to other land uses.

## 3. Landscape and Open Space Design

Generous landscaping is planned for this unique proposal with special attention to the streetscape along Elliot Road and perimeter landscaping to the north. Tree selections and plant varieties will implement the policies and guidelines of the Morrison Ranch Character Area and the Town's standards for low water use plants. Landscaping internal to the project will soften the feel of the project and accent the buildings and parking areas. Within the mixed-use portion, outdoor landscaping, sitting areas, and pathway will foster social interaction and enjoyment of the outdoors.

As will be fleshed out during the development process, site landscaping and open space plan exhibits open space zones will provide rich layers of landscape design and amenities. The intent is to be sensitive to the local environment while at the same time designing a lush and distinct environment for the outdoor comfort of visitors and residents. A generous amenity list with indoor and outdoor active and passive recreational features are anticipated to exceed typical expectations for multi-family housing.

## 4. Preliminary Design Concepts

RESIDENCES AT THE RANCH specific design will comply with all applicable Town standards and guidelines. While details will be addressed in the future Design Review application, a synopsis is provided in this pre-application to illustrate the quality of this development and holistic design themes that will evoke a unique sense of place for this unique project. The goal is to allow for a quality development but also provide some guidance to help unify the various landscape and common elements for the horizontal mixed-use concept.

The following themes provide guidance for the site landscaping and design in this request:

- Local architectural and landscaping concepts will be utilized, such as the agrarian, ranch, farmhouse, hacienda, and craftsman themes. The overall architectural design will provide for enhanced visual interest, environmental comfort, and design creativity.
- Streetscape will incorporate trees and plant varieties that are consistent with the Morrison Ranch Character Area and the Town's landscaping policies.



- Exterior elevations will be designed with a tasteful balance of design materials, details, and colors harmonious with recent trends and the intent to provide a successful and attractive mixed-use development at a key intersection in the Town.
- At the primary entries, landscaping and monumentation will create a prominent sense of arrival for commercial and residential parcels consistent with the overall design themes.
- The entry features, combined with the development's perimeter walls, vegetation, signage, and any accent lighting will make a statement as to the project's upscale design themes consistent with the local vernacular with modern elements.
- Perimeter landscaping on the residential and commercial arterial frontages will provide a harmonious selection of plant material and layout.
- Pedestrian connections will link the project units to the public and ADA-accessible paths and the many planned live-work-play opportunities in the area.
- Landscaping will facilitate a holistic design and transition between the residential and commercial portions of the overall site.
- The proximity of commercial to this type of residential use and the project's landscape and wall plan are part of what make this type of project attractive to neighborhoods and employers in the area.
- Landscape palette and tree and plant selection will exemplify Gilbert's values and preferences for both drought-tolerant plants and also verdant vegetation to help shade buildings, create pedestrian comfort, and promote a distinctive character.
- Residential buildings will be designed with massing and architectural arrangements that are proximate to or have convenient access to open space areas.
- Site amenities will be holistically designed into the project's architectural themes and a pedestrian friendly environment that embraces multi-modes of transit to the various employment centers and services in the surrounding area.

## 5. Development Standards

Under the conventional zoning offering, the proposal will comply with all the applicable standards of the Town's Land Development Code and design guidelines.

## 6. Public Utilities and Infrastructure

The proposed development will comply with all applicable Town of Gilbert regulations and standards regarding right-of-way and infrastructure improvements. Utilities in the Property's vicinity include Town of Gilbert for water, sewer, police, fire, and waste disposal. The property is in Southwest Gas's service area for natural gas, and in SRP's electric supply service area, and based on a preliminary analysis, there is adequate capacity to service THE RANCH.

Based on the applicant's experience with the proposed housing product, it anticipates a balanced effect on the surrounding public schools. According to a preliminary analysis, there are approximately 12 elementary, middle school, and high schools, traditional and non-

traditional, within an approximately 6-minute drive, and there are approximately 21 schools within an 8-minute drive. Improvement of the property as planned will increase the assessments in a manner that will contribute to the long-term sustainability and investment in local schools. The multi-family nature of the project and proximity to the ASU-Chandler Gilbert campus at the nearby airport, based on experience, is expected attract smaller and fewer children per capita. It is attractive to retirees and young professionals seeking the urban, active lifestyle experience.

Regarding fire services, there is a fire station located 4-5 minutes to the southwest on Warner Road (Fire Station #2) and another located 5 minutes to the northwest (Fire Station #2), all within reasonable proximity.

Proposed Drainage for the project will comply with the Town standards. The volume of retention will accommodate any runoff from onsite flows and Gilbert Road's half street offsite flows. Given the proposed development will have single-owner for each phase of development, retention areas will be professionally maintained by a single-owner entity.

## VII. Conclusion

RESIDENCES AT THE RANCH presents a vibrant development that offers amenities and design features that contribute to a high-quality lifestyle for the community. The nature of the residential uses that transition to the non-residential uses to the south will be complementary to the surrounding area and contribute immense value to the community and its local businesses. Based on the submitted plans, this project incorporates generous landscaping and distinctive features that implement the Morrison Ranch Character Area and the General Plan Growth Area policies. Through the integration of quality architectural character, and outdoor lifestyle amenities, and overall design will cultivate an enriching experience for residents and visitors. The proposed plans will meet or exceed Town standards and include all the elements of a viable and sustainable place in which to live.

## Exhibit 1 – Aerial Map and Land Use Context

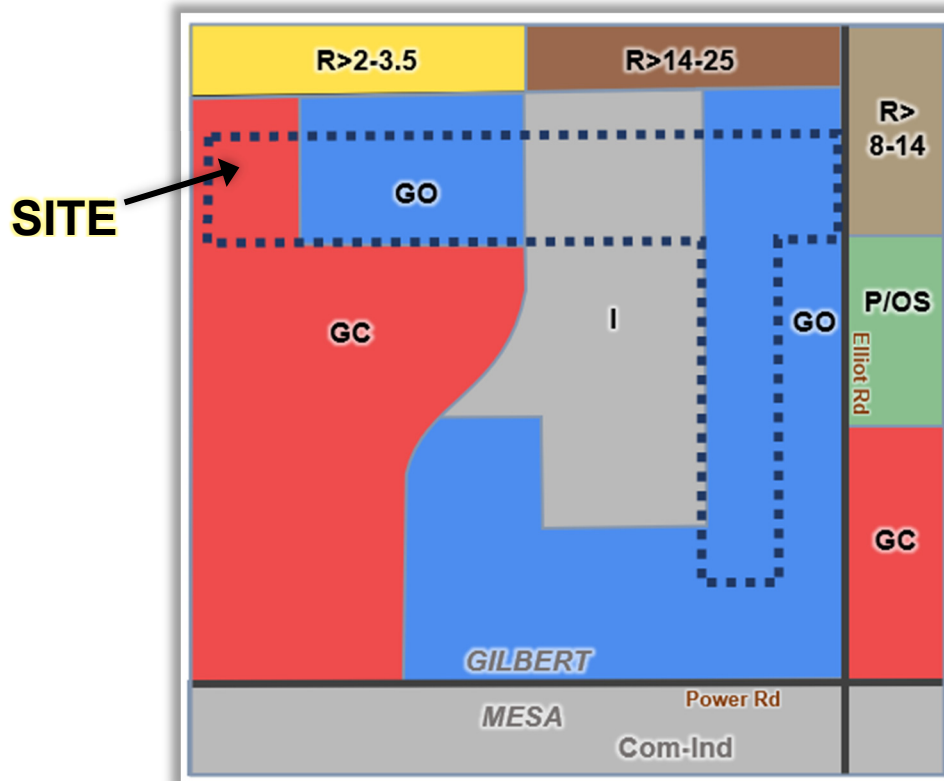
### Site Aerial



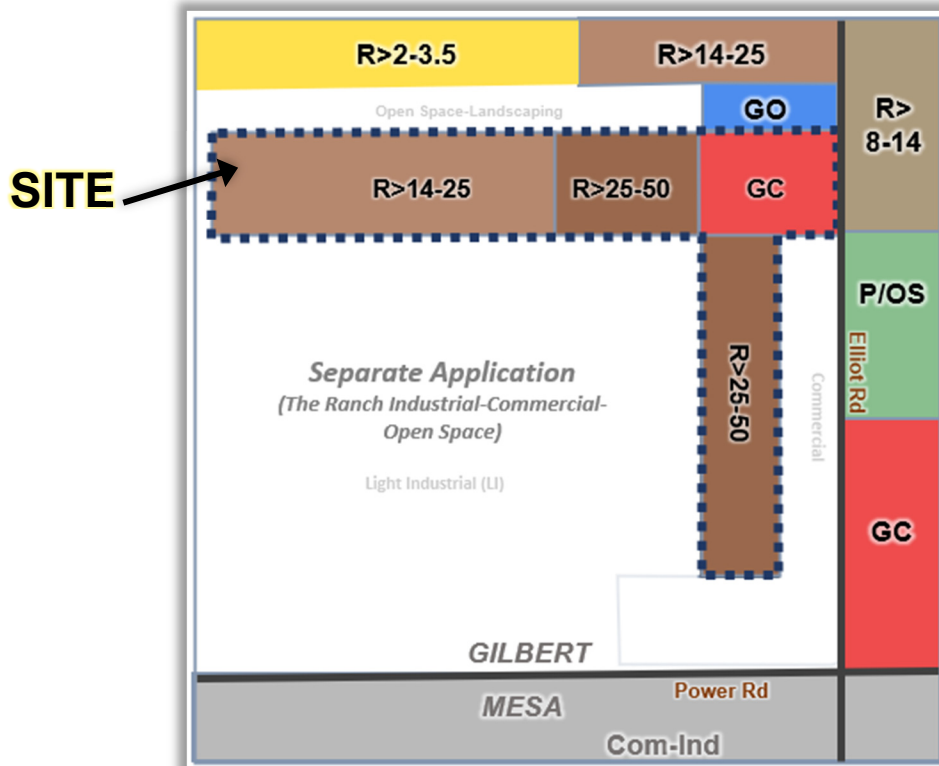
### Existing and Surrounding Land Uses and Designations

Direction	General Plan	Existing Zoning	Existing Use
Site	I, GO, GC	LI, BP, GC	Vacant rural
North	R>8-14, P/OS, GC	SF-6, PF/I, GC	Elliot Road, Cactus Yards Baseball Fields, Planned Commercial (Fry's)
South	I, GO, GC	LI, BP, GC	Vacant rural
East	I, GO, GC	LI, BP, GC	Vacant rural, then Power Road
West	R>2-3.5, R>14-25	BP, MF/M, SF/D	Utility yard, multi-family, vacant proposed open space, single-family

**Exhibit 2**  
**Existing General Plan Land Use Map**

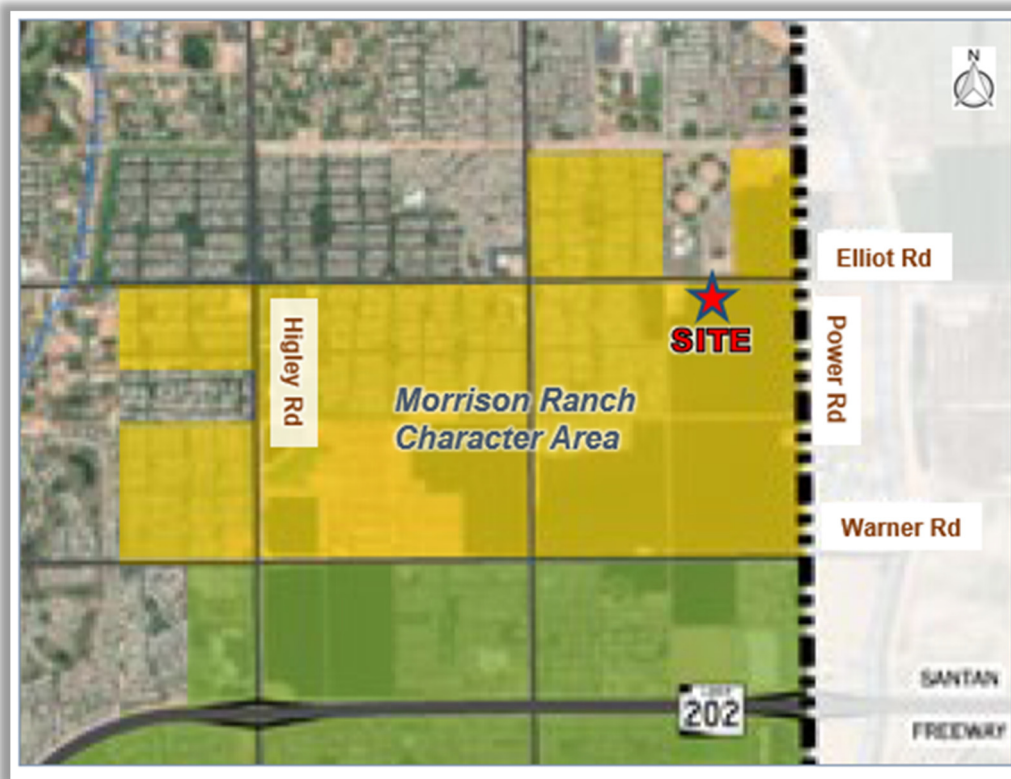


**Proposed General Plan Land Use Map**

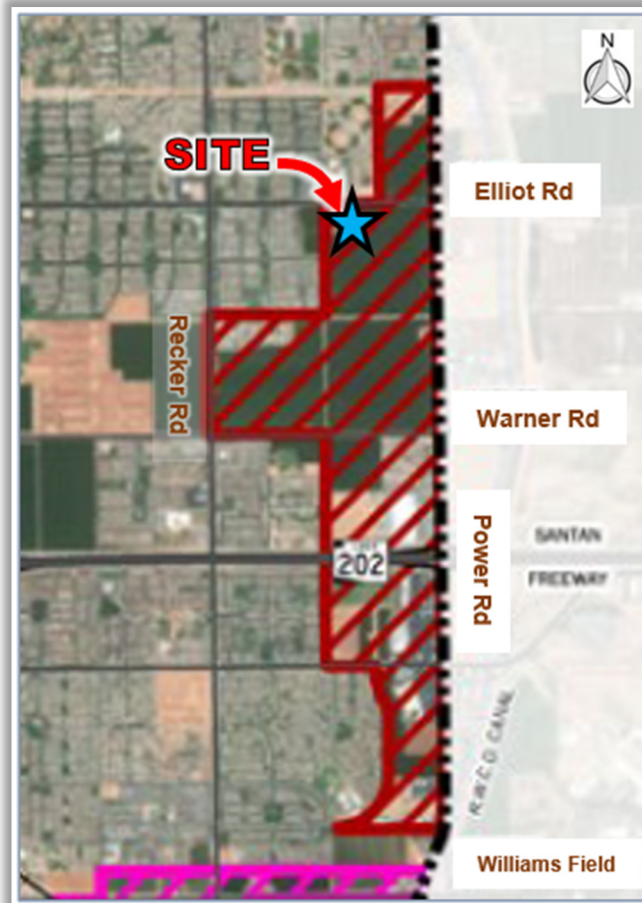




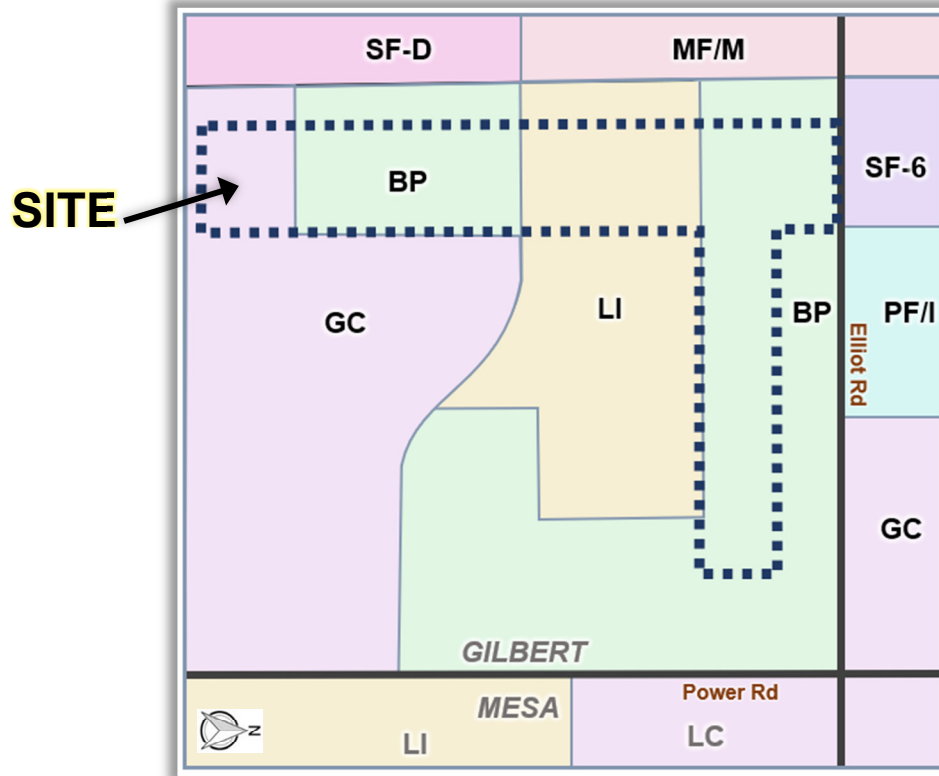
**Exhibit 3**  
**General Plan Morrison Ranch Character Area**



**Exhibit 4 – General Plan Power Road Growth Area**



**Exhibit 5**  
**Existing Zoning Map**



**Proposed Zoning Map**

